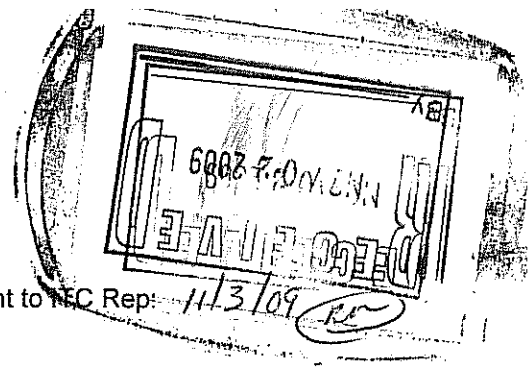


## NARRATIVE PROGRESS REPORT

Date Submitted: 10/28/09

Date Reviewed by ICL staff and sent to REC Rep: 11/3/09



Grant Organization: Orofino Chamber of Commerce

Grant # 08-II-08

Check one: Interim

Final X

Report Period: From

to 10/31/09

(See Attachment A of Grant Contract for Dates)

Grant Manager: Heather Burnham

Phone: 208-476-4335

Address: PO Box 1075 Orofino, ID 83544

In the space below or on an attached sheet, answer the following questions for EACH element in your scope of work.

Final - This is your last report. Answer each question by element and project in your scope of work.

### 1. What was accomplished?

Element I – A city Map of Orofino was designed and printed. The map is currently sent out in all relocation and tourism packets by the Orofino Chamber of Commerce. The maps are also available at strategic locations in and around Orofino. The map gives a history of Orofino as well as provides a summary of events that happen throughout the year.

Element II – A full page ad was placed in the North Central Idaho Travel Association Discover Guide publication. The ad has photos of recreation activities in and around Orofino and directs visitors to the Orofino Chamber of commerce via email, telephone, website or physical visit.

### 2. How did it promote travel in Idaho?

Element I – A map with a schedule of events, history and places of interest helps to promote tourism by easing a traveler's mind about getting around. The schedule of events may drive visitation for an event which a traveler may not have known about or prompted an extended stay.

Element II – A full page ad in the Discover guide helps promote tourism locally and regionally and drives the visitor to seek further information about Orofino and the surrounding region by offering contact information and visuals of activities.

### 3. Provide statistical information and what evaluation technique was used to determine.

Element I – Statistics are kept on visitor and relocation and tourism packets sent out which include the map. All foot traffic requesting a map is given one and maps are left at local visitor information stops. It is difficult to keep track of how many maps are taken "at will".

Element II – Discover guides are sent out in relocation and tourism packets and also left at visitor information stops.

4. List any recommendations for project improvement.

Element I – Keep better track of how many maps are distributed.

Element II – Keep better track of how many Discover Guides are distributed.